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John S. Hendricks

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EXAMINER

SHELEHEDA, JAMES R

ART UNIT

PAPER NUMBER

2623

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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/964,891

Applicant(s)

HENDRICKS, JOHN S.

Examiner

James Sheleheda

Art Unit

2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 28 February 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-25 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-25 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Rejections - 35 USC § 112

1. Claim 2 is rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

The current invention describes a menu system wherein a menu is provided for listing user selected favorite channels (see current specification at page 39, lines 11-16 and parent application 07//991,074 at Fig. 51h and page 105, line 1-page 106, line 5) and a **separate** menu for favorite channels based upon most often watched channels (see current specification at page 39, lines 11-16 and parent application 07//991,074 at Fig. 51h and page 105, line 1-page 106, line 5).

The disclosure as originally filed fails to disclose "at least one favorite channels menu displaying at least some of the first and second plurality of favorite channels", as recited in the claim 2, lines 11-12. There is no single menu disclosed as displaying both the "first plurality" representing user selected favorites and the "second plurality" representing most watched channels, as each plurality is disclosed as being listed in separate menus.

Claim Rejections - 35 USC § 103

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2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldstein (5,410,326) (of record) in view of Strubbe et al. (Strubbe) (5,047,867).

As to claim 1, while Goldstein discloses a set top terminal for generating an interactive electronic program guide for display on a television for use with a television delivery system (column 33, lines 3-34), the terminal comprising:

means for retrieving information about a subscriber (column 14, lines 51-55);

means for receiving a television signal (column 16, lines 38-45);

means for extracting individual programs from the television signal (column 17, lines 20-22);

means to demultiplex video, graphics and text (column 18, line 50-column 19, line 12);

means for generating an electronic program guide for controlling display of content on a television screen (column 17, lines 16-19), the guide comprising:

a home menu (master menu; column 34, lines 1-9);

a plurality of major menus displayed as menu options on the home menu (column 34, lines 6-19);

a plurality of sub-menus displayed as menu options on the plurality of major menus (column 34, line 67-column 35, line 59); and

a plurality of during programming menus enacted after selection of a program (additional information icons displayed during a program; column 14, lines 3-20);

wherein at least one of the plurality of menus comprises the demultiplexed video, graphics and text (the display comprises overlaid icons onto the video signal; column 14, lines 3-20); and

means for receiving the selection signals from a user input (column 17, lines 43-50), he fails to specifically disclose means to scale and reposition at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video.

In an analogous art, Strubbe discloses a television receiver system (Figs. 1 and 2; column 2, line 64-column 3, line 16) wherein a menu will be displayed to a user (Fig. 6B) with scaled and repositioned video (PIP display; Fig. 6B; column 3, lines 34-45 and column 5, lines 26-39) upon selection of a particular program (column 5, lines 26-32) for the typical benefit of providing means for users to easily identify a particular program (column 5, lines 25-37).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Goldstein's system to include means to scale and reposition at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video, as taught by Strubbe, for the typical benefit of providing means for users to easily identify a particular program.

As to claim 2, Goldstein and Strubbe disclose wherein the terminal further comprises:

means for querying a user to determine a first plurality of user's favorite channels (column 26, lines 40-63);

means for determining a second plurality of the user's favorite channels based on which channels are most often watched (column 26, lines 27-44); and

means for storing the identify of the first and second plurality of favorite channels (column 26, lines 27-63); and

the plurality of menus of the guide further comprises:

an introductory menu that is displayed upon beginning use of the guide (local menu to perform initialization; see Goldstein at column 33, lines 11-34); and

at least one favorite channels menu displaying at least some of the first and second plurality of favorite channels (column 9, line 56-column 10, line 10).

As to claim 3, Goldstein and Strubbe disclose wherein the guide is controlled by a set top terminal (television receiver; column 33, lines 11-33), and wherein the introductory menu automatically appears on the television screen when the set top terminal is turned on (column 3, lines 11-16); and

the terminal further comprises:

means for generating a cursor highlight overlay to indicate the position of a cursor on at least one menu (column 9, lines 24-43, column 34, lines 10-28);

means for moving the cursor highlight overlay in response to pressing of cursor movement buttons by a user (column 9, lines 24-43, column 34, lines 10-28).

As to claim 4, Goldstein and Strubbe disclose wherein the introductory menu displays information or messages from a television delivery system operations center that provides programming (see Goldstein at column 33, lines 11-68).

As to claim 5, Goldstein and Strubbe disclose wherein the information or messages are directed to a particular subscriber (see Goldstein at column 20, lines 54-63).

As to claim 6, Goldstein and Strubbe disclose wherein the information or messages are directed to a group of subscribers (see Goldstein at column 20, lines 54-63).

As to claim 7, Goldstein and Strubbe disclose wherein the during program menus comprise hidden menus and program overlay menus (comprising overlaid icons and hidden embedded information; see Goldstein at column 14, lines 3-20).

4. Claims 22 and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Banker et al. (Banker) (5,477,262) (of record) in view of Strubbe.

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As to claim 22, while Banker discloses a set top terminal (Fig. 3, 300; column 10, lines 61-63) for generating an interactive electronic program guide for display on a television connected to the set top terminal (Fig. 3; column 3, lines 20-29), the terminal comprising:

- means for retrieving information about a subscriber (column 24, lines 19-39);

- means for receiving a television signal (column 10, line 61-column 11, line 22);

- means for extracting individual programs from the television signal (column 13, lines 49-59);

- means to demultiplex video, graphics and text (column 11, lines 2-30);

- means for generating an electronic program guide for controlling display of content on a television screen (column 11, lines 21-31), the guide comprising:

- a plurality of interactive menus (interactive menus for such features as sleep mode, messages, pay-per-view, VCR timing and STB control; Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27), each corresponding to a level of interactivity and having one or more interactive menu items for selection (Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27);

- a main menu having one or more main menu items for selection (top menu; Fig. 7A), which main menu items correspond to the interactive menus (corresponding to the submenus; Fig. 7 and 7A; column 21, lines 34-45), wherein the menus are navigated using a user input (column 21, lines 34-43), and wherein the main menu items and the interactive menu items are responsive to selection signals received from the user input (column 21, lines 34-43);

wherein at least one of the plurality of menus comprises the demultiplexed video, graphics and text (menu with video background; column 12, line 48-column 13, line 13); and

means for receiving the selection signals from the user input (Figs. 3 and 4; column 16, lines 19-42), he fails to specifically disclose means to scale and reposition at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video.

In an analogous art, Strubbe discloses a television receiver system (Figs. 1 and 2; column 2, line 64-column 3, line 16) wherein a menu will be displayed to a user (Fig. 6B) with scaled and repositioned video (PIP display; Fig. 6B; column 3, lines 34-45 and column 5, lines 26-39) upon selection of a particular program (column 5, lines 26-32) for the typical benefit of providing means for users to easily identify a particular program (column 5, lines 25-37).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker's system to include means to scale and reposition at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video, as taught by Strubbe, for the typical benefit of providing means for users to easily identify a particular program.

As to claim 23, while Banker discloses a method of generating an interactive electronic program guide for display on a television connected to the set top terminal (Fig. 3; column 3, lines 20-29), the method comprising:

receiving a television signal from an operations center (column 10, line 61-column 11, line 22), the signal having a plurality of television programs (column 9, lines 1-12) and interactive features (column 8, lines 45-67 and column 9, lines 13-25);

extracting the individual programs from the television signal (column 13, lines 49-59);

demultiplexing video, graphics and text (column 11, lines 2-30);

generating a plurality of menus, including:

generating a plurality of interactive menus (interactive menus for such features as sleep mode, messages, pay-per-view, VCR timing and STB control; Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27) each corresponding to a level of interactivity (Figs. 8, 10, 18 and 20; column 21, line 44-column 25, line 27);

generating a plurality of program menus having information related to the programs (Figs. 12 and 16A; column 21, line 44-column 25, line 27); and

generating a main menu having one or more main menu items for selection (top menu; Fig. 7A), the main menu items including an interactive menu item for accessing the interactive menus (Fig. 7 and 7A; column 21, lines 34-45) and a program menu item for accessing the program menus (Fig. 7 and 7A; column 21, lines 34-45);

displaying the main menu on the television screen (Fig. 7 and 7A; column 21, lines 34-45);

receiving from a user input device a selection of one of the menu items (column 21, lines 34-43); and

displaying the interactive or program menus associated with the selection (Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27);

wherein at least one of the plurality of menus comprises the demultiplexed video, graphics and text (menu with video background; column 12, line 48-column 13, line 13), he fails to specifically disclose scaling and repositioning at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video.

In an analogous art, Strubbe discloses a television receiver system (Figs. 1 and 2; column 2, line 64-column 3, line 16) wherein a menu will be displayed to a user (Fig. 6B) with scaled and repositioned video (PIP display; Fig. 6B; column 3, lines 34-45 and column 5, lines 26-39) upon selection of a particular program (column 5, lines 26-32) for the typical benefit of providing means for users to easily identify a particular program (column 5, lines 25-37).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker's system to include scaling and repositioning at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video, as taught by Strubbe, for the typical benefit of providing means for users to easily identify a particular program.

5. Claims 8-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Banker in view of Strubbe and Gibson (5,539,871) (of record).

As to claim 8, Banker discloses a set top terminal (Fig. 3, 300; column 10, lines 61-63) for generating an interactive electronic program guide for display on a television connected to the set top terminal (Fig. 3; column 3, lines 20-29), the terminal comprising:

means for receiving a television signal (column 10, line 61-column 11, line 22);

means for extracting individual programs from the television signal (column 13, lines 49-59);

means to demultiplex video, graphics and text (column 11, lines 2-30);

means for generating an electronic program guide for controlling display of content on a television screen (column 11, lines 21-31), the guide comprising:

a plurality of menus (interactive menus for such features as sleep mode, messages, pay-per-view, VCR timing and STB control; Figs. 8, 10, 12, 16A, 18 and 20; column 21, line 44-column 25, line 27), and wherein at least one of the plurality of menus comprises the demultiplexed video, graphics and text (menu with video background; column 12, line 48-column 13, line 13);

an overlay menu that is displayed during the one of the programs (Figs. 7 and 7A; column 12, line 62-column 13, line 13 and column 21, lines 34-43), the overlay menu including interactive features (Fig. 7A); and

means for receiving selection signals from a user input (Figs. 3 and 4; column 16, lines 19-42).

While Banker discloses an overlay menu that is displayed in response to a signal received from the user input (column 19, line 59-column 20, line 5), he fails to specifically disclose means to scale and reposition at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video and a logo that is displayed on the television screen during one of the programs, which program has one or more interactive features, wherein the logo indicates to a user that the interactive features are available for the program.

In an analogous art, Strubbe discloses a television receiver system (Figs. 1 and 2; column 2, line 64-column 3, line 16) wherein a menu will be displayed to a user (Fig. 6B) with scaled and repositioned video (PIP display; Fig. 6B; column 3, lines 34-45 and column 5, lines 26-39) upon selection of a particular program (column 5, lines 26-32) for the typical benefit of providing means for users to easily identify a particular program (column 5, lines 25-37).

Additionally, in an analogous art, Gibson discloses a system wherein an interactive menu system for display on a television in conjunction with television programming (column 2, lines 10-27), wherein

a logo that is displayed on a display during a program having one or more interactive features (column 3, line 65-column 4, line 35 and column 6, lines 1-24);

a overlay menu that is displayed during the program (displayed list of choices; column 6, lines 51-56), the overlay menu including the interactive features (column 6, lines 53-62),

wherein the logo indicates to a user that the interactive features are available for the program (column 4, lines 7-35 and column 6, lines 1-24), and wherein the overlay menu is displayed in response to a signal received from a user input (column 6, line 38-56) for the typical benefit of allowing a user to elect to access additional information associated with a multimedia presentation (column 1, lines 39-63).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker's system to include means to scale and reposition at least some of the demultiplexed video and wherein at least one of the plurality of menus comprises the scaled and repositioned video, as taught by Strubbe, for the typical benefit of providing means for users to easily identify a particular program.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker and Strubbe's system to include a logo that is displayed on the television screen during one of the programs, which program has one or more interactive features, wherein the logo indicates to a user that the interactive features are available for the program, as taught by Gibson, for the typical benefit of providing a user with a means to easily identify and access additional information related to a displayed video presentation.

As to claim 9, Banker, Strubbe and Gibson disclose wherein the overlay menu includes menu options for a plurality of interactive features (see Banker at Figs. 7 and 7A and Gibson at column 5, lines 38-54 and column 6, lines 52-56).

As to claim 10, Banker, Strubbe and Gibson disclose wherein the overlay menu further includes a menu option to return to the program without the interactive features (see Banker at Fig. 7A and Gibson at column 6, lines 57-60 and Fig. 6, steps 610, 612 and 616).

As to claim 11, Banker, Strubbe and Gibson disclose a cursor that indicates one of the menu options (see Banker at column 21, lines 34-43 and Gibson at column 6, lines 51-56, column 4, lines 27-35 and column 3, lines 36-39), wherein the cursor is controlled by the user input (see Banker at column 21, lines 34-43 and Gibson at column 4, lines 27-35 and column 3, lines 36-39).

As to claim 12, Banker, Strubbe and Gibson disclose wherein the interactive features include facts related to the program (see Gibson at column 4, line 65-column 5, line 5).

As to claim 13, Banker, Strubbe and Gibson disclose wherein the guide further comprises a plurality of interactive submenus for use with the interactive features (see Banker at Figs. 7 and 7A and column 21, lines 34-43), which submenus are displayed in response to a selection of the menu items (see Banker at column 21, lines 34-43), the selection being received as at least one of the selection signals from the user input (see Banker at column 21, lines 34-43).

As to claim 14, Banker, Strubbe and Gibson disclose wherein the submenus are displayed (see Banker at Fig. 7A) in a scaled down program video format (PIP display; see Strubbe at Fig. 6B; column 3, lines 34-45 and column 5, lines 26-39).

As to claim 15, Banker, Strubbe and Gibson wherein the program and one or more of the submenus are displayed on the television at the same time (see Banker at column 12, line 63-column 13, line 13).

As to claim 16, Banker, Strubbe and Gibson wherein the logo is displayed as an overlay menu (overlaid button to select; see Gibson at column 4, lines 7-36).

As to claim 17, Banker, Strubbe and Gibson wherein the logo is displayed by the set top terminal (see Banker at Fig. 3; column 12, lines 42-61), and wherein the set top terminal determines whether there is data or information about the program to be displayed as the one or more interactive features (see Gibson at column 5, lines 38-54) and displays the logo if there is data or information (see Gibson at column 6, lines 1-10).

As to claim 18, Banker, Strubbe and Gibson disclose wherein the set top terminal (see claim 17) generates an overlay menu including the logo (see Gibson at column 3, line 65-column 4, line 35 and column 6, lines 1-24).

As to claim 19, while Banker, Strubbe and Gibson disclose generating the overlay menu utilizing a set top converter (see Banker at column 12, lines 42-61), they fail to specifically disclose using data received during a vertical blanking interval.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to utilize data from a vertical blanking interval, as receiving data during a vertical blanking interval at a set top terminal allows a cable headend or other programming provider to download additional data and information to a user's system, such as interactive information or data updates, for the typical benefit allowing additional and updated information to be received at a user's terminal from a broadcast provider utilizing a television signal.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker, Strubbe and Gibson's system to include using data received during a vertical blanking interval for the typical benefit allowing additional and updated information to be received at a user's terminal from a broadcast provider utilizing a television signal.

As to claim 20, Banker, Strubbe and Gibson disclose wherein the logo is displayed in a corner of the screen of the television periodically for a specified duration (see Gibson at Fig. 3B, Fig. 4, step 408; column 5, lines 6-20).

As to claim 21, while Banker, Strubbe and Gibson disclose wherein the logo is displayed for a particular period of time (pertaining to periods of time an object is on the

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display; see Gibson at column 6, lines 10-18 and column 4, lines 7-26 and lines 45-54), they fail to specifically disclose displaying the logo for 15 seconds during a plurality of ten-minute segments of the program.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention by applicant to display specific objects in a media presentation for at least 15 seconds during a plurality of ten-minutes segments of the program, such as the main character or object in a television program or movie, for the typical benefit of displaying important information to viewer's during extended periods of time during a program.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker, Strubbe and Gibson's system to include displaying the logo for 15 seconds during a plurality of ten-minute segments of the program for the typical benefit of displaying important information to viewer's during extended periods of time during a program.

6. Claims 24 and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Banker and Strubbe, as applied to claim 23 above, and further in view of Gibson.

As to claim 24, while Banker and Strubbe disclose displaying one of the programs on the screen, they fail to specifically disclose displaying during the program a logo indicating that interactive features are associated with the program.

In an analogous art, Gibson discloses a system wherein an interactive menu system for display on a television in conjunction with television programming (column 2, lines 10-27), wherein

a logo that is displayed on a display during a program having one or more interactive features (column 3, line 65-column 4, line 35 and column 6, lines 1-24);

a overlay menu that is displayed during the program (displayed list of choices; column 6, lines 51-56), the overlay menu including the interactive features (column 6, lines 53-62),

wherein the logo indicates to a user that the interactive features are available for the program (column 4, lines 7-35 and column 6, lines 1-24), and wherein the overlay menu is displayed in response to a signal received from a user input (column 6, line 38-56) for the typical benefit of allowing a user to elect to access additional information associated with a multimedia presentation (column 1, lines 39-63).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Banker and Strubbe's system to include displaying during the program a logo indicating that interactive features are associated with the program, as taught by Gibson, for the typical benefit of providing a user with a means to easily identify and access additional information related to a displayed video presentation.

As to claim 25, Banker, Strubbe and Gibson disclose receiving from the user input device a signal associated with the logo (see Gibson at column 4, lines 7-36 and column 6, lines 5-10); and

displaying, in response to the signal, an overlay menu of the interactive features (see Gibson at column 6, lines 51-57).

Response to Arguments

7. Applicant's arguments with respect to claims 1, 8, 22, 23 have been considered but are moot in view of the new ground(s) of rejection.

8. Applicant's arguments filed 02/28/06, with respect to claims 14, 19, 21 and the Gibson reference have been fully considered but they are not persuasive.

a. In response to applicant's argument, of page 12 of applicant's response, that Gibson is nonanalogous art, it has been held that a prior art reference must either be in the field of applicant's endeavor or, if not, then be reasonably pertinent to the particular problem with which the applicant was concerned, in order to be relied upon as a basis for rejection of the claimed invention. See *In re Oetiker*, 977 F.2d 1443, 24 USPQ2d 1443 (Fed. Cir. 1992). In this case, Gibson discloses a data processing system which will overlay a graphic onto a displayed video presentation to allow the viewer access to related information (Figs. 3A-C and column 3, line 65-column 4, line 54), such as interviews or

statistics related to a particular runner in a video of a marathon (column 4, line 67-column 5, line 5).

Banker discloses a television receiver for receiving and processing multimedia (video) for display to a user (see Figs. 1-3 and column 7, line 58-column 10, line 30) and wherein additional content is overlayed onto the video presentation for display to the viewer (column 12, line 62-column 13, line 13).

Gibson's system for processing and display video presentations is clearly analogous art, as he is specifically directed towards an improved means for providing additional content to a video presentation.

Applicant's arguments that Gibson would not be analogous merely because he describes a "computer" as opposed to a television set top box is not persuasive, as Gibson specifically recites that the personal computer described is merely exemplary and that other data processing system can also be utilized (column 3, lines 10-14). Furthermore, applicant's specification is replete with instances clearly associating the set top box as being in the realm of a "computer" (see, for example, page 2, lines 21-28, page 6, lines 5-7, page 11, lines 20-21, and page 16, lines 15-20). Thus, applicant's argument's that Gibson is limited to the general field of a "computer" is not convincing.

b. In response to applicant's traversal, on page 13, of the Official Notice in regards to displaying submenus in a scaled down program video format, as

recited in claim 14, applicant is directed to the rejections above, wherein Strubbe has been introduced to disclose this specific feature.

c. In response to applicant's traversal, on page 13, of the Official Notice in regards to generating the overlay menu in response to data received during the VBI, as recited in claim 19, it is noted that Goldstein (of record) specifically discloses receiving data through the VBI which is processed at the receiver and overlaid as an icon onto the display (see column 14, lines 3-12, column 16, lines 46-61 and column 20, lines 54-63).

d. On page 13, of applicant's response, applicant traversed the Official Notice in regards to displaying the logo for 15 seconds during a plurality of ten-minute segments of the program.

In response, it is noted that Banker specifically discloses transmitting the movie "Indiana Jones and the Last Crusade" as a pay-per-view event for display.

Further, applicant is provided with a copy of the Internet Movie Database page concerning this particular film (www.imdb.com/title/tt0097576) which provides clear evidence of the total running time of the movie at 127 minutes (which would consist of at least 12 "10 minute segments"). Further evidenced are the main actors of the film, Harrison Ford and Sean Connery, who were present on-screen over 15 seconds during at least two of the "10 minute segments" of the film.

Gibson, as indicated in the previous action, specifically discloses wherein additional content, and a corresponding on-screen displayed icon, are associated with a particular element in the multimedia presentation (column 5, lines 6-16), which is specifically disclosed as being a person in a video (column 3, line 65-column 4, line 25 and column 5, lines 2-16).

Thus, as indicated in the previous action, and clearly evidenced above in regards to a specific movie referenced by Banker, it was notoriously well known in the art to display specific objects in a media presentation, such as the main character or object in a television program or movie for at least 15 seconds during a plurality of ten-minutes segments of the program, such as the main character or object in a television program or movie.

Conclusion

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any

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extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

10. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.


11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

James Sheleheda
Patent Examiner
Art Unit 2623

JS


CHRIS KELLEY
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600